



UNIVERSITI TEKNOLOGI MARA SARAWAK

SAMARAHAN CAMPUS .

FACULTY OF COMPUTER AND MATHEMATICAL SCIENCES

DIPLOMA IN COMPUTER SCIENCE



FEFA Design Enterprise

ZURFARAHIDA BINTI ZA'ABAIE

NURSHYAFIQKHA BINTI JAPAR

ARDI BIN MASA

EDEN BIN STEPHEN

MOFF

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2.0 LETTER OF TRANSMITTAL

2.0.1 SUBMISSION LETTER

ENT300 Students,
Diploma in Computer Science
Universiti Teknologi Mara Sarawak
Samarahan Campus
Jalan Meranek
94300 Kota Samarahan
Sarawak

Miss Siti Farah binti Lajim / Madam Rudza Hanim binti Alias
ENT300 Lecturer
Universiti Teknologi Mara Sarawak
Samarahan Campus
Jalan Meranek
93400 Kota Samarahan
Sarawak

6 August 2011

Sir,

RE: SUBMISSION OF BUSINESS PLAN

As a representative of our company, FEFA Design Enterprise, I would like to submit our business plan for your evaluation and further action. We are very grateful for the motivation, advice and support that have been given by you in order to accomplish this business plan in the same time anchored us toward goals and objective of the preparation of this business plan until us finally completing according to time given and as scheduled.

Our group's perception towards ENT300 (Fundamental of Entrepreneurship) had given us the exposure and clear picture on the fundamental of starting the business. This experience may be a benefit for us after graduating from UiTM and towards self-employment which may reduce the unemployment rate among the graduate students.

Due to the completion of this project, the team had gathered many ideas and I personally felt that, this project could be realized one day. To become a real entrepreneur one day, it can be easy with the existence of the team spirit as what our team did and the basic knowledge that we gain from this project. On the other hands, it may become difficult and hard to be realized if the existence of the negative elements such as laziness, selfish, impatience and not highly motivated appear. Dare to take the risks and not dare to fail become our ingredients in order to make this project to be realized someday.

4.0 EXECUTIVE SUMMARY

This business is based on partnership where it consists of four group members. The member consists of the General Manager, Administration Manager which hold by one person in one time, Marketing manager, Operational Manager and Financial Manager. The main business activity is sells an art design which are offered by our company. Our target customers are people from Kota Samarahan because it is near to the school and universities which suitable with our product. Furthermore, there are many construction projects around that area. Our operation is at 9.00 am until 9.00 pm on weekdays except for weekend which we will operate from 9.00 am to 6.00 pm only. Our shop uses the cash and carry system.

There are criteria and conditions that have to be fulfilled which require the involvement of effort and precision of producing good services. Without such conditions, the business cannot run properly and organizational goals will not be achieved. These conditions must be achieved in order for the business to take position in the first place.

Partners are also entitled to participate in the business management. We agreed that Eden bin Stephen is our General Manager and administrative Manager, Ardi bin Masa as a Marketing Manager, Zurfarahida binti Za'abaie as an Operation Manager and Nurshyafiqkha binti Japar as a financial Manager. The selection of general Manager is based on consensus among all the partners and selected based on experience, skills and ability.

The management team will be led by the general Manager and assist by their managers. The General Manager is responsible in planning, leading, controlling and organizing the business. The Administrative Manager also responsible for the job that related to administration such as planning the remuneration schedule of salary and wages. The Operation Manager is responsible to the entire job that related to the operation and will be supervise and coordinate the operation of the business. The marketing Manager will be responsible to create the marketing plan, identifying customers need and demand, identifying the competitors, target market, market size and forecast the future market. Lastly, the Financial Manager will be handled the financial matters such as preparing the budget and financial statement for expenses for each departments and controlling the flow of money of the organization.

4.3 COMPANY BACKGROUND

Name	FEFA Design Enterprise
Address	Desa Ilmu Fasa 25, Kota Samarahan, 94300, Sarawak
Telephone / fax	Phone : 082 – 222334 Fax : 082 – 222335
E-mail	Yahoo mail : fefa@yahoo.com
Form of business	Partnership
Main activities	Selling product and services
Date and number of business registration	10 th November 2011 / 300122
Date of commencement	2 nd January 2012
Initial (own) capital	RM50,000
Name Loan	SME Bank